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ABSTRACT

Straightforward and engaging in style, this book presents 10 essays that provide concrete, step-by-step examples of how to conduct studies of the impact of television on behavior from quantitative perspectives, qualitative perspectives, and an integrated approach, making the volume useful for both undergraduate and graduate students. Its comprehensive coverage will also interest scholars, researchers, and professionals in the media industry. The book begins with two introductory essays: "Research Paradigms, Television, and Social Behavior: The Complexities of Studying a Complex Medium" (Gordon L. Berry); and "Television Research: Past Problems and Present Issues" (George Comstock). Chapters in the book are: (1) "Major Paradigms and Issues in Television Research: Field of Dreams, World of Realities" (Edward L. Palmer); (2) "Designing Experiments on Television and Social Behavior: Developmental Perspectives" (L. Monique Ward and Patricia M. Greenfield); (3) "Quasi-Experimental Research on Television and Behavior: Natural and Field Experiments" (Tannis M. MacBeth); (4) "Class, Communication, and the Black Self: A Theory Outline" (Richard L. Allen); (5) "Qualitative Approaches to the Study of the Media: Theory and Methods of Hermeneutic Empiricism" (James A. Anderson); (6) "Taking the Interpretive Turn: Qualitative Research of Television and Other Electronic Media" (Thomas R. Lindlof and Timothy P. Meyer); (7) "The Analysis of Television Content" (Carolyn A. Stroman and Kenneth E. Jones); (8) "Intersection of Instructional Television and Computer-Assisted Instruction: Implications for Research Paradigms" (Kevin A. Clark); (9) "'Barney and Friends' as Entertainment and Education: Evaluating the Quality and Effectiveness of a Television Series for Preschool Children" (Jerome L. Singer and Dorothy G. Singer); and (10) "Studying Television Violence: A Research Agenda for the 21st Century" (John P. Murray). An epilogue ("Research Paradigms, Television, and Social Behavior: A Scientist's Contribution to Initiating Social Change" by Joy Keiko Asamen) concludes the book. (RS)

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